

## IAC Strategic Plan Public Meetings

### Attendees:

- Hanover College (7):  
Geoffrey Weiss, The Rivers Institute at Hanover College, facilitator  
Jan Vetthus, City of Madison  
Gerry Reilly, Lanier Mansion  
Camille Fife, The Westerly Group  
Rebecca Baugh, Madison Consulting  
Casey Bloos, WORX/WXGO Radio  
Jim Stark, Riverrun Theater Company
- Butler University (26):  
Susan Zurbuchen, Butler University, facilitator  
Joel Harrison, American Pianists Association  
Lisa Whitaker, Clowes Memorial Hall  
Marg Patchen, Relics  
David Hoppe, NUVO  
Megan McKinney, Booth Tarkington Civic Theater  
Matt Carter, MusicCrossroads/ICVA  
Liz Standiford, Children's Museum  
Tetia Lee, Tippecanoe Arts Federation  
Kitty Campbell, Lafayette Symphony Orchestra  
Lora Hoover, Indiana Repertory Theater  
Michael Pettry, Indianapolis Symphonic Choir  
Martinlow Spaulding, Indianapolis Baroque Orchestra  
Mali Jeffers, Madame Walker Theatre Center  
Danielle McClelland, Buskirk-Chumley Theater  
Caitlin Haycock, Art With A Heart  
Aubrey DeZego, Indianapolis Museum of Art  
Anne O'Brien, Indianapolis Chamber Orchestra  
Warren Baumgart, Columbus Area Arts Council  
Wug Laku, Artist  
Sharon Gamble, Phoenix Theatre  
Cassandra Pixey, Clowes Memorial Hall  
Gayle Holtman, VSA Indiana  
Tod Minnich, Honeywell Center  
Don Farrell, Actors Theatre of Indiana  
Anne Valentine, Arts Council of Indianapolis
- Ball State University (17):  
Dick Heupel, Building Better Communities, facilitator  
Chris Mahon, Cornerstone Center for the Arts  
Barbara Giorgio, Ball State University  
Beth Schulte, Arts Association of Henry County  
Michelle Kinsey, Muncie Star Press  
Bob Scott, Minnetrista  
Mary Slatkosky, Muncie Children's Museum  
Carol Trimmer, Arts Place  
Sue Sponseller, Masterworks Chorale  
Frank Sabatine, Building Better Communities  
Elissa McDonald, Muncie Symphony Orchestra  
Betty Brewer, Minnetrista  
Ann Schreiber, Ft. Wayne Museum of Art  
Michelle Gray, Ft. Wayne Museum of Art  
Ann Johnson, MACC

Rex Camp, Crossroads Performing Arts  
Sherri Contos, City of Muncie, MACC

Valparaiso University (17):

David Rowland, Valparaiso University, facilitator  
Tracy Rongers, Artist  
Bret Bailey, Art Education Association  
Gregg Hertzliob, Valparaiso University  
Timothy Campos, Valparaiso University  
Jeanne Mirro, Indiana Arts Commission  
Jane Hunter, South Bend Symphony  
Marty Heirty, Southold Dance Theater  
Brenda Ericles, Collective Edge  
Carol Ann Brown, Lubeznik Center for the Arts  
Jane Lohmeyer, Valparaiso University  
Jan Orlich, Michigan City Parks Department  
Cynthia San Miguel, Indiana Ballet Theatre  
Gloria Tuohey, Indiana Ballet Theatre  
Lee Beaman, LaPorte County Symphony Orchestra  
Donna Catalano, South Shore Arts  
Melissa Thompson, Taltree Arboretum & Gardens

Indiana State University (18):

Steve Leitsinger, Rose-Hulman, facilitator  
Anne Lynk, Terre Haute Symphony  
Bill Wolfe, Arts Illiana  
Derek Kendrick, Arts Illiana  
Pam Daily, Ivy Tech  
Wendy Schroeder, Arts Illiana  
Jon Robeson, Arts Illiana  
Karen Ellerbrook, Indiana Arts Commission  
Jill Watson, Region 11  
Sherri Wright, Arts Illiana  
Laurette McCarthy, Art Historian  
Chris Pfaff, Indiana State University  
Glenn Roberts, Evansville Philharmonic Orchestra  
Brad Venable, Indiana State University  
Wieke Benjamin, Art Spaces  
Ariane King, Art Spaces  
Mary Kramer, Art Spaces  
Trevor Bridgewater, Arts Illiana

HANOVER COLLEGE  
September 29, 2010  
Geoffrey Weiss, facilitator

Comments:

Economic development through the arts is high in importance  
Create partnerships with economic development organizations  
Economic development gives credibility to the arts  
Compelling information needs to be shown for arts/economy connection  
Collaborations with State agencies and Universities is important  
Need public/private endowments for the arts  
Need corporate partnerships

Ranking of Goals:

1. To establish the arts as a driving force of economic growth in Indiana
2. To celebrate the arts as a cornerstone of Indiana heritage and identity
3. To promote artistic quality and freedom of expression in Indiana
4. To make the arts accessible to all citizens, every day in Indiana
5. To champion the arts as a vehicle for social understanding in Indiana

Ranking of Objectives

1. Revitalizing a creative economy and workforce.
2. Tangibly recognizing the value of the arts in the lives of Indiana citizens
3. Building stronger arts organizations
4. Developing stronger communities through arts partnerships
5. Celebrating the cultural heritage of Indiana through the work of our artists
6. Advancing the role of arts in education and personal development
7. Connecting people with the arts through new technology
8. Embracing the role of the arts as a champion for diversity
9. Continuously evaluating the effectiveness of IAC programs and services

BUTLER UNIVERSITY  
October 4, 2010  
Susan Zurbuchen, facilitator

Comments:

“Artistic resources” doesn’t specifically include “money” (it should)  
What is public – the stewardship or the resources?  
Not included – development of artistic resources and initiatives  
“Stewardship” implies protecting, not developing  
Mission statement should include advocacy  
Values statement should include “regardless of age, sex, ethnicity, etc”  
Education is not explicit in any of the goals (should be)  
“Accessible” should also include “available”  
Professional development wasn’t included (should be)  
Funding is not addressed in objectives (should be)  
Should encourage artists to live and work in Indiana  
Should encourage the arts as a career choice  
Partnerships are important to obtain goals

Ranking of Goals:

1. To promote artistic quality and freedom of expression in Indiana
2. To make the arts accessible to all citizens, every day in Indiana
3. To champion the arts as a vehicle for social understanding in Indiana
4. To establish the arts as a driving force of economic growth in Indiana
5. To celebrate the arts as a cornerstone of Indiana heritage and identity.

Ranking of Objectives:

1. Building stronger arts organizations
2. Advancing the role of the arts in education and personal development
3. Developing stronger communities through arts partnerships
4. Revitalizing a creative economy and workforce
5. Tangibly recognizing the value of the arts in the lives of Indiana citizens
6. Celebrating the cultural heritage of Indiana through the work of our artists
7. Embracing the role of the arts as a champion for diversity
8. Continuously evaluating the effectiveness of IAC programs and services
9. Connecting people with the arts through new technology

Ball State University  
October 5, 2010  
Dick Heupel, facilitator

Comments:

What is IAC's role in advocacy?

"All" includes rural and less affluent areas of state

Evaluation of programs not as important as other objectives

Need to re-evaluate survey results: artists v. non-artists

Arts organizations are important in and of themselves

What has been left out that is important (by rank)?

1. Advocacy for arts funding (federal, state, local)
2. Idea of bringing value to citizens as an overarching goal
3. Identification of potential partners and structure
4. Clear definition of what an arts organization is under IAC
5. Where is the money going to come from to fund the IAC strategic plan?
6. Additional specificity of the four priority areas in SPEA survey

Most Pressing Issues (by rank):

1. Tangibly recognize the value of the arts in the lives of citizens
2. Arts back into the schools
3. Build stronger communities through arts partnerships
4. Need clear communications from IAC to arts organizations
5. Need to strategically leverage partnerships

Most Important Ultimate Issues:

Arts back into the schools

Advocacy/Awareness/Marketing

Accurate and timely communication with IAC partners

License plate funding

VALPARAISO UNIVERSITY  
October 18, 2010  
David Rowland, facilitator

Comments:

Nothing specific about accessibility of arts education  
Goals should include “to provide public funding”  
Need broad education of greater constituents  
Need collaboration, pooling of resources, functionality  
Need to protect arts treasures – museums, organizations, institutions  
Need to nurture a new generation, beginning pre-kindergarten  
Social understanding will come with education  
Should include “articulating” with “tangibly recognizing”  
Emphasize the importance of creativity in problem-solving

Ranking of Most Pressing Goals:

1. Make the arts accessible to all citizens, every day in Indiana
2. Promote artistic quality and freedom of expression in Indiana
3. Establish the arts as a driving force of economic growth

Ranking of Ultimate Goals:

1. Establish the arts as a driving force of economic growth
2. Make the arts accessible to all citizens, every day in Indiana
3. Promote artistic quality and freedom of expression

Ranking of Most Pressing Objectives:

1. Advancing the role of the arts in education and personal development
2. Building stronger arts organizations
3. Tangibly recognizing the value of the arts in the lives of Indiana Citizens
4. Developing stronger communities through arts partnerships
5. Connecting people with the arts through new technology
6. Revitalize a creative economy and workforce
7. Continuously evaluating the effectiveness of IAC programs and services

Ranking of Ultimate Objectives:

1. Advancing the role of the arts in education and personal development
2. Developing stronger communities through arts partnerships
3. Revitalizing a creative economy and workforce
4. Building stronger arts organizations

5. Tangibly recognizing the value of the arts in the lives of Indiana citizens
6. Connecting people with the arts through new technology

## INDIANA STATE UNIVERSITY

October 20, 2010

Steve Leitsinger, facilitator

### Comments:

There is a threat of public funding disappearing  
Corporate partnerships are very important for funding – talking points needed  
Education is the most important thing  
There is competition for extra-curricular activity from sports – need more parity  
What can we do to reach school boards? Educators? Parents?  
Arts need to be integrated into other classes – history, science, etc.  
The amount that is being done with limited funding in Indiana is positive  
Imagine a day without the arts!  
Need data to back up arguments for arts funding  
Need to articulate the message of arts and the economy  
Need to instill appreciation of the arts in the next generations  
Need to elevate the importance of education for organizations  
Collaborations are essential  
Education needs to be explicitly in IAC goals  
Add “community” to arts education objective

### Ranking of Goals:

1. Arts in Education
2. To make the arts accessible to all citizens, every day in Indiana
3. To establish the arts as a driving force of economic growth in Indiana
4. To promote artistic quality and freedom of expression in Indiana
5. To champion the arts as a vehicle for social understanding in Indiana
6. To celebrate the arts as a cornerstone of Indiana heritage and identity

### Ranking of Objectives

1. Advancing the role of the arts in education/community/personal development
2. Developing stronger communities through arts partnerships
3. Building stronger arts organizations
4. Revitalizing a creative economy and workforce
5. Tangibly recognizing the value of the arts in the lives of Indiana citizens
6. Connecting people with the arts through new technology
7. Embracing the role of the arts as a champion for diversity